

As a professor of sociology, I engage my students in discussions of media ownership, control of public discourse, and ideological manipulation. Sinclair Broadcasting's decision to force their stations to air the anti-Kerry documentary has provided us a blatant example of the dangers of media consolidation.

Regardless of their political affiliations, my students suggest that Sinclair give Michael Moore's "Fahrenheit 9/11" equal time. Alternatively, Sinclair might document President Bush's activities during the same time period and, of course, offer him the opportunity to respond on the air.